

SUMMARIZED MINUTES  
WESTWORLD MASTER PLAN REVIEW  
PUBLIC MEETING  
Wednesday, August 2, 2006



Monterra at WestWorld  
16601 North Pima Road  
Scottsdale, AZ 85260

**Attendees:**

City of Scottsdale  
Council Member Drake  
Councilman Ecton  
Councilman Nelssen  
Roger Klingler  
Dan Worth  
Jay Collier  
Gloria Storms Ruiz

Barrett Jackson  
Casey McDonald  
Patrick Van Der Bossche

BOR  
Rick Mellegard

Scottsdale CVB  
Dan Tavrytzky

AHAA  
Taryl Pearson  
Kelly Charpentier  
Bill Flood

Dressage Assn  
Peggy Farmer  
Chad Farmer

Scottsdale Citizen  
Susan Wheeler

AZ National Quarter Horse  
Grant Boice

Monterra  
Jim Mayor

Sun Country  
Jan Bruner  
Taffy Wolfe  
J.J. Fletcher

Appaloosa Association  
David Hogan

Equistar  
Norm Freeman

Big Boys  
Gary Glava

**1. Introductions**

Roger Klingler asked everyone to introduce themselves and say what association or group they represent.

**2. Last Meeting Summary**

Council Member Drake wants to add the lack of access to Arena 8, while Arenas 6 & 7 are in use, to the list of projects to be discussed. She would like this issue to stand-alone from the "steep grade" issue north of Arena 6.

Council Member Drake also stated that the following “shopping list” of needs at WestWorld is a work in progress. Prioritizing this list is very important for the success of the Master Plan.

At this time, Users raised new issues they would like to have addressed. These issues will be inserted in Agenda Item #4 in these minutes.

### **3. Current Master Plan Improvements Underway**

Parking Improvements - Using aerial drawings, Dan Worth, City of Scottsdale Engineer covered the projects included in the Master Plan, which was approved by the City Council in March 2003.

Mr. Worth also covered the parking improvements underway in the 52-acre parcel north of the Equidome Arena. These improvements include grading the dirt for a more even plane, installing the new asphalt road, which will run from 94<sup>th</sup> Street to the north road of WestWorld, east of the A-frame building. This project includes improvements to the drainage of the 52 acres and an additional culvert crossing where the new asphalt road meets WestWorld’s north road. This parcel will provide 4,000 new parking spaces.

Grading of the newly acquired 17-acre parcel is also underway to provide 1,300 more parking spaces.

Roger Klingler asked the Users if they agreed with the routing of the new road located on the 52-acre parcel. It was agreed, by all Users present at the meeting, that the road is well placed.

A question was raised if the existing horse crossing would still be included along with the addition of the new culvert crossing to the east. Dan Worth stated that it would still exist, and would be for the use of horses and pedestrians instead of vehicular traffic. Vehicular traffic would use the new crossing.

RV Upgrades - RV upgrades are underway on the 52-acre parcel and south of the Polo Field.

Electrical Upgrades – Installation of permanent power panels is underway for additional power to the 52-acre parcel, the Multi-Purpose Tent, the parking area east of the Tent, and the Polo Field.

### **4. Master Plan Review Projects**

Polo Field Relocation – More studies necessary for this item. It was decided this would be reviewed at a future meeting.

North Road Relocation – See Agenda Item #3

Parking Lot Pedestrian Access – See Agenda Item #3

Multi-Purpose Building – Discussion ensued on the importance of knowing the location of the site for this building before design of the building is considered. The need for aerials was raised and was decided that Dan Worth would provide packets for Users prior to the next meeting.

It was also decided that the Multi-Purpose Building would be on the agenda for the next meeting.

Permanent Barns – Discussion ensued on the location of the barns. The suggestion was made that the barns be set facing east/west instead of north/south for ventilation. Discussion ended when the decision was made that location of the new barns could happen only after the site of the Multi-Purpose Building was determined.

A-Frame – This is the main structure for the telecommunications system for all of WestWorld. Because of the cost factor, options are being shelved at this time. It was suggested by the Users that WestWorld be updated with fiber optics soon.

Parking Lot Lights – At this time, permanent lighting is not planned for the 52 acres. It is a possibility that this could be a part of the next year's fiscal budget.

At this time, WestWorld has 16 portable light towers available to Users to rent. It was suggested that WestWorld purchase 16 – 18 more light towers for Users. The issue of cost was raised and it was decided that WestWorld would provide cost estimates at the next meeting for more towers.

Equidome Draping – Information on the cost of draping the west side of the Equidome will be provided at the next meeting.

Restrooms – The need for more restrooms in the area of Arena 8 and the Equidome was raised. Discussion continued about the cost versus the value of having additional restrooms built that would be used during only the largest shows. No decision was made on this issue.

Show Offices – The Users agreed, a number one concern is the Equidome Show Office. Further discussion is necessary with regard to the remodel of the Equidome and a new show office. It was decided that this needed to be a top priority in the plan.

Norm Freeman suggested the City obtain a LPFM band that could be used during horse shows. The p.a. system can run through this radio band and be heard through personal radios. Mr. Freeman is running a trial of this during his upcoming horse show on August 5. He will report at the next meeting regarding its success.

East Wendell Walkway – Concept and cost of this is needed for further discussion. This will be reviewed at a further meeting.

Brett's Barn Improvements – A suggestion was made to tear down Brett's Barn.

Councilman Ecton suggested that we improve/weatherize the building in order to host events year round. He said the Scottsdale CVB has to continually turn down meeting planners who want to have an event during the summer in Scottsdale. Brett's Barn could fill this need.

He stated that WestWorld needed venues that can make money. This is what will keep the cost of renting the facility down.

Roger Klingler stated that ESPN was looking at Brett's Barn for their broadcast site during the Fiesta Bowl. If we are able to accommodate this event, this would be excellent publicity for WestWorld.

Boarding Facility – No discussion.

Feed/Bedding Relocation – To be discussed at a later date.

It was suggested that WestWorld have one or more locked areas for feed/shavings during the small summer shows when the Feed and Bedding Concession is closed.

Ops/Admin Building Relocations – To be discussed at a later date.

Arena 5/5A Relocation – To be discussed at a later date.

Equidome Improvements – This is part of the long-term plan. Do we want to spend money on improving the Equidome or use the money for the Multi-Purpose Building?

The need for more permanent electrical outlets for vendors was raised around the Equidome, along with more outlets for the Wendell.

With the addition of the electrical panels this summer, the issue is not that WestWorld needs more electricity, but it is the lack of ease of distribution. More discussion and planning is need.

Roger Klingler asked that Dan Worth provide a total power assessment for the next meeting.

Arena 8 Access – There is a little access to Arena 8 while Arenas 6 & 7 are being used. Betty Drake suggested we look at this later in the review process.

The need for more restrooms near Arena 8 was raised, along with electrical outlets for vendors so the exhibitors/attendees do not have to walk to the Equidome or Wendell Arenas.

Farrier Location – The need for a permanent Farrier location was raised. Possible location near Barn A.

Access to SR101 – Access from the Pima/Princess exit was raised. Discussion ensued on the difficulties of moving, with a large horse trailer, from the frontage road to the lanes for freeway access. Speaking to our traffic department or bringing in a speaker to discuss options was suggested.

### **Public Comment**

A complaint was voiced about WestWorld's Paid Parking Program.

Roger Klingler explained the paid parking program was one of the suggestions from the WestWorld Master Plan Funding Committee on ways to fund improvements at WestWorld. Monies from this concession are used solely for WestWorld improvements.

### **ADJOURN PUBLIC MEETING**

#### **SUBMITTED BY:**

*Gloria Storms Ruiz*

Gloria Storms Ruiz  
Recording Secretary

#### **REVIEWED BY:**

*Roger Klingler*

Roger Klingler  
Assistant City Manager